ABSTRACT OF THE DISCLOSURE

An image signal outputted from a CCD is converted into a digital signal by an A/D converter via a sampling hold circuit. After A/D conversion, the image data before image processing is stored in a first memory. A signal processing part performs image processing with respect to the unprocessed image data read out from the first memory in view of image property parameter data in accordance with an instruction from a CPU. The image after the image processing is displayed on a display. The user looks at the displayed image and selects, through an image property setting device, an image property parameter that the user desires, then inputs instructions such as change of parameter and adjustment. The signal processing part executes re-processing with respect to the unprocessed image data read out from the first memory, in accordance with new image property parameter data that is newly set by the user. The image property parameters are: white balance, gradation, gain, tonality, sharpness, and so forth.